

MARKETPLACE OPEN ENROLLMENT WEEK OF ACTION

Week of December 12

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Asian American/Native Hawaiian/Pacific Islander (AANHPI) Week of Action

Talking Points

- Access to health coverage is critical to ensure that the AANHPI communities can take care of their health and protect themselves and their families from high medical costs.
- Coverage is more affordable this year. Under the American Rescue Plan, 156,000 uninsured AANHPI now have access to a plan for zero dollars, and 197,000 have gained access to low-premium plans.
- Uninsured AANHPIs, who do not receive coverage through their jobs, or who may have lost health care coverage during the pandemic are now eligible for health coverage on HealthCare.gov. In fact, 4 in 5 consumers are able to find health coverage for \$10 or less a month.
- Thanks to the American Rescue Plan, you may now be eligible for financial assistance if you have a small business or work for the gig economy but don't get coverage through work.
- Due to the new law, if your income is above 400% FPL, you may still qualify for savings on a 2021 Marketplace health insurance plan.
- The Affordable Care Act (ACA) expanded access to health coverage and required essential benefits for health plans.
- Marketplace plans cover 10 essential health benefits, from emergency services to preventive and wellness services, mental health and substance use services, and prescription drugs.
- Consumers who want to enroll in coverage and see if they qualify for more affordable premiums can visit HealthCare.gov and sign up for a plan that best meets their needs. Additionally, consumers can call the Marketplace Call Center at 1-800-318-2596, which provides assistance in 240+ languages.
- Visit HealthCare.gov now to see what coverage is available. The Open Enrollment Period runs until January 15, 2022, though if you want coverage on January 1 and for all of 2022, you need to sign up by December 15.
- Health care coverage is more affordable for consumers, and assistance is available at localhelp.healthcare.gov if you need help finding a health plan that best meets your needs.












5 things Consumers Need to Know about the Marketplace Open Enrollment:

1. Key Dates! The Marketplace Open Enrollment Period at HealthCare.gov started on November 1, 2021. Consumers who enroll by December 15 can get coverage starting January 1, 2022. Plans selected after December 15 and by the January 15 Open Enrollment deadline will generally start February 1.
2. More Affordable! The American Rescue Plan has provided greatly improved financial assistance, which can significantly lower people's premiums. If you have looked for health coverage before, it is worth a second look:
 - a. 4 out of 5 consumers will be able to find plans for \$10/month or less after newly expanded financial assistance.
 - b. With the new law, millions more consumers qualify for tax incentives that lower their premiums.
3. Quality Plans! These are quality, comprehensive health plans that offer doctor visits, emergency care, behavioral health care, preventive care, hospital care, and prescription drugs.
4. More Help is Available! There is more help available this year. Consumers can access certified application counselors and navigators in nearly every state and county on the Marketplace. To find local help go to <https://localhelp.healthcare.gov>.
5. It is easier to sign up for coverage this year. All consumers shopping for health insurance coverage on HealthCare.gov — even those who currently have coverage through the Marketplace — should enroll or re-enroll by logging in to HealthCare.gov or call 1-800-318-2596 (TTY is 855-889-4325) to fill out an application. The call center is open 24/7, it is free and assistance is available in over 240+ languages.

Social Media Toolkit and Graphics:

December Theme Week Graphics

- Social media graphics
 - [English](#) | [Spanish](#)
- Marketplace Open Enrollment Social Media Toolkit
 - [English](#) | [Spanish](#)
- December 15th Deadline Social media graphics
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AANHPI Week of Action		
POST DATES	POST COPY	GRAPHICS
Dec 12 th -18 th	With the new law, more than 150,000 uninsured AANHPIs now have access to \$0 monthly premium health plans on HealthCare.gov. Get coverage for essentials like primary care, prescriptions, and more! Enroll today and #GetCovered! https://www.healthcare.gov/get-coverage	 
	Due to the #AmericanRescuePlan, there's increased financial assistance for many HealthCare.gov plans. In fact, 197,000 uninsured AANHPIs may now be eligible for additional savings. Enroll today and #GetCovered: https://www.healthcare.gov/get-coverage	
	Thanks to the #AmericanRescuePlan, more than 150,000 uninsured now have access to zero-dollar premium plans, and 197,000 uninsured AANHPIs may now be eligible for additional savings. Discover plans available to you and #GetCovered: https://www.healthcare.gov/get-coverage	
	Due to a new law, health insurance is more affordable now. Protect your family's health. Enroll by December 15. Call 1-800-318-2596 today. https://www.healthcare.gov/get-coverage/ #GetCovered	 
	New law. New prices. More people qualify. 4 out of 5 people can now find health insurance for \$10 or less per month with financial assistance. Call 800-318-2596 to enroll now. https://www.healthcare.gov/get-coverage/ #GetCovered	     

American Indians/Alaska Natives/Tribal Week of Action

Talking Points

- The Affordable Care Act (ACA) has helped address health disparities by expanding health coverage and requiring essential benefits.
- Marketplace plans cover 10 essential health benefits, from emergency services to preventive and wellness services, mental health and substance use services, and prescription drugs.
- Access to health coverage is critical to ensure that the American Indians and Alaskan Natives can take care of their health and protect themselves and their families from high medical costs.
- While you are not exempt from paying monthly premiums for an insurance plan you buy through the HealthCare.gov, like all Americans, you may qualify for tax credits that lower your premiums based on your income.
- Under the American Rescue Plan, 26,000 uninsured American Indians and Alaskan Natives now have access to zero dollar plans, and 25,000 gained access to low-premium plans.
- Uninsured American Indians and Alaskan Natives, who do not receive coverage through their jobs or may have lost health care coverage during the pandemic, are now eligible for health coverage on HealthCare.gov. In fact, 4 in 5 consumers are able to find health coverage for \$10 or less a month.
- It is important that Tribal citizens have access to CMS programs, such as the Marketplace Health Insurance to ensure they are insured and can save the lives of their community.
- If you get services from an Indian Health Care Provider, you won't have any out-of-pocket costs like copayments, coinsurance, or deductibles, regardless of your income.
- You can enroll in a Marketplace health insurance plan any time, not just during the yearly Open Enrollment Period. Still, we encourage you to enroll during Open Enrollment to ensure your family members who are non-tribal members are covered for the year.
- Visit HealthCare.gov now to see what coverage is available. The Open Enrollment Period runs until January 15, 2022, though if you want coverage on January 1 and for all of 2022, you need to sign up by December 15.
- Health care coverage is more affordable for consumers, and assistance is available at [localhelp.healthcare.gov](https://www.healthcare.gov/localhelp) if you need help finding a health plan that best meets your needs.

5 things Consumers Need to Know about the Marketplace Open Enrollment:

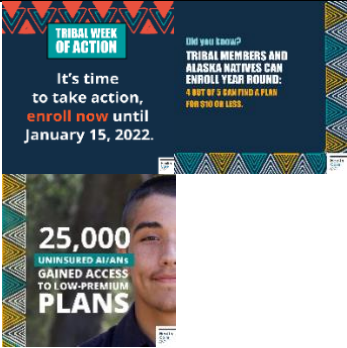
1. Key Dates! The Marketplace Open Enrollment Period at HealthCare.gov started on November 1, 2021. Consumers who enroll by December 15 can get coverage starting January 1, 2022. Plans selected after December 15 and by the January 15 Open Enrollment deadline will generally start February 1.
2. More Affordable! The American Rescue Plan has provided greatly improved financial assistance, which can significantly lower people's premiums. If you have looked for health coverage before it is worth a second look:
 - a. 4 out of 5 consumers will be able to find plans for \$10/month or less after newly expanded financial assistance.

- b. With the new law, millions more consumers qualify for tax incentives that lower their premiums.
3. Quality Plans! These are quality, comprehensive health plans that offer doctor visits, emergency care, behavioral health care, preventive care, hospital care, and prescription drugs.
4. More Help is Available! There is more help available this year. Consumers can access certified application counselors and navigators in nearly every state and county on the Marketplace. To find local help go to <https://localhelp.healthcare.gov>.
5. It is easier to sign up for coverage this year. All consumers shopping for health insurance coverage on HealthCare.gov — even those who currently have coverage through the Marketplace — should enroll or re-enroll by logging in to HealthCare.gov or call 1-800-318-2596 (TTY is 855-889-4325) to fill out an application. The call center is open 24/7, it is free and assistance is available in over 240+ languages.

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American Indian/Alaska Native/Tribal Week of Action Week of Action		
POST DATES	POST COPY	GRAPHICS
Dec 12 th -18 th	<p>New law. Lower prices. More qualify.</p> <p>With the #AmericanRescuePlan an additional 26,000 uninsured American Indians and Alaska Natives now have access to \$0 monthly premium health plans, and 25,000 gained access to low-cost premium plans. #GetCovered today!</p> <p>Have a job but no insurance? We've got you covered. HealthCare.gov plans are comprehensive, affordable, and accessible. Enroll today and #GetCovered by quality health insurance! https://www.healthcare.gov/get-coverage</p> <p>80% of American Indians, Alaska Natives, and Tribal members have health insurance. Let's close the coverage gap! On HealthCare.gov, 4 out of 5 customers can find a plan for less than \$10 a month. Enroll and #GetCovered: https://www.healthcare.gov/get-coverage</p>	

Women's Week of Action

Talking Points

- The Affordable Care Act (ACA) is one of the most important steps forward for the access, quality, and affordability of health care for women across the country.
- Prior to the ACA, if you were diagnosed with breast cancer, you may have had to worry about your coverage hitting an annual limit. You had to worry about being discriminated against for having a pre-existing condition, or for simply being a woman. And of course, so many Americans, especially women, struggled to find quality, affordable coverage.
- Since the ACA's implementation millions of Americans have found health coverage. Although, millions of people have found coverage there are still an estimated 11 million women without health insurance in 2019 according to the Census Bureau. That's an alarming statistic, particularly since health insurance coverage is a key factor in protecting yourself and your family against a health emergency.
- Health care coverage can connect women to services and screening for pregnancy, maternity and newborn care, cancer, mental health and suicide prevention, and recommended preventive care benefits, including contraception.
- Uninsured women, women that do not receive health coverage through their employer or those who are looking for more affordable health care coverage are eligible for health coverage on the Health Insurance Marketplace and should check out their options on HealthCare.gov.
- It is critical that women have access to health care coverage to keep themselves and their families healthy. The COVID-19 pandemic has raised the need for health coverage, and the American Rescue Plan has made that coverage more affordable and accessible than ever through the Marketplace.
- Now is the time to prioritize your health. Whether you are thinking about starting a family, looking to care for your mental health, or care for a chronic condition, health care coverage can provide the peace of mind that you can access care when you need it.
- Marketplace coverage is a great option. Women looking for affordable, comprehensive health coverage can explore their options and sign up now at HealthCare.gov.
- Visit HealthCare.gov now to see what coverage is available. The Open Enrollment Period runs until January 15, 2022, though if you want coverage on January 1 and for all of 2022, you need to sign up by December 15.
- Don't wait! Your family and friends rely on you. You are too important to not have affordable, quality health insurance.

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Women's Week of Action		
POST DATES	POST COPY	GRAPHICS
Dec 12 th -18 th	<p>Keep yourself healthy and keep moving! </p> <p>All Marketplace plans cover essential preventive services so you can stay active. Make moves over to HealthCare.gov to get 2022 coverage! Apply today and #GetCovered! https://healthcare.gov/get-coverage #MarketplaceOE</p> <p>Comprehensive means both are covered:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Mind <input checked="" type="checkbox"/> Body <p>Mental health services, including counseling & psychotherapy, as well as primary care are essential benefits covered by ALL Marketplace plans. Enroll today & #GetCovered: https://www.healthcare.gov/get-coverage #MarketplaceOE</p> <p>All Marketplace plans cover essential preventive services for women, including cancer and wellness screenings, as well as maternity and newborn care services. Enroll today and #GetCovered! https://www.healthcare.gov/get-coverage</p>	

	<p>You have the power to make decisions about your health. All HealthCare.gov plans cover contraceptive methods for all women without charging a copayment or coinsurance when provided by an in-network provider.</p> <p>#GetCovered today! https://healthcare.gov/get-coverage/</p>	
	<p>About 1 in 8 women in the US will get breast cancer during their lifetime. The good news is checkups and screenings, essential benefits covered by ALL HealthCare.gov plans, can help with early detection. #GetCovered & get the care you need: https://www.healthcare.gov/get-coverage</p>	